

General Information

Dates	: November 17 (Wed.) - 19 (Fri.), 2010
Time	: 10:00-17:00
Venue	: Tokyo Big Sight East Hall, Tokyo International Exhibition Center
Number of Exhibitors	: 600 exhibitors / 1,000 booths (expected)
Number of Entries	: 90,000 professionals(expected)
Entry fee	: Invitation holders : free of charge ; Others 1,000yen (incl.tax)
Organized by	: Japan Management Association
Co-organized by	: Japan Construction Material & Housing Equipment Industries Federation Association of Living Amenity Japan Federation of Housing Organizations Japan Institute of Architects

Time Schedule

Regular application deadline	July 16
Regular payment deadline	August 20
Exhibitors' explanatory meeting	Mid September (A lottery to determine booth locations will be held.)
Order forms submission deadline	Early October
Move-in period	November 15 - 16 9:00-18:00 (Overtime work may be allowed.)
Japan Home + Building Show 2010	November 17 - 19 10:00-17:00
Move-out period	November 19 17:00-22:00 (No overtime work may be allowed.)

Japan Home + Building Show 2011 will be held on September!!

Japan Home & Building Show 2011 will be held with UIA Tokyo, one of the largest events for architects in the world, on September in 2011.

Date: September 28 (Wed.) – 30 (Fri.), 2011

Venue: Tokyo Big Sight East Hall

Official Website

The exhibitors list containing their company information and exhibits will be posted on our official website before the exhibition.

The information on seminars and special events will also be updated here.



▲ Website of Japan Home and Building Show 2010

EXHIBITING COST

Type A (Package Booth)
One booth : 2.97m (W) × 2.97m (D)

- Facilities included in the Package Booth:
 - Side and back partition walls (white, height 2.7m)
 - Electrical wiring work for 100V/1kW
 - Outlet
 - Company name board
 - Information counter
 - Display counter
 - Shelves
 - Folding chairs
 - Spotlights
 - Name card case
 - Trash can
 - Carpet

Participation Fee
Booth+package costs
JPY 451,500

Space only (6 or more booths)
One booth : 2.97m (W) × 2.97m (D)

Participation Fee
(per booth)
JPY 294,000

※ About 95 square feet

Type B (Basic Booth)
One booth : 2.97m (W) × 2.97m (D)

- Facilities included in the Basic Booth:
 - Side and back partition walls (White, height 2.7m)
 - Electrical wiring work for 100V/300W
 - One power point for electricity (A breaker switch only - no outlet)

Participation Fee
JPY 336,000

Mini Display
One booth : 2.97m (W) × 1.485m (D)

Each unit is equipped with a display counter (900mm × 990mm × 495mm) and will be furnished with carpet and company header.

★Qualification for Mini Display
① Less than 3 years business experience in Japanese Market.
② No subsidiary nor business branch in Japan.

Participation Fee
JPY 105,000
Limited to first 10 units (first-come, first-served basis)

- A 5% Consumption Tax is included in the above cost.
 - The Package Booth price includes necessary facilities as well as the exhibit space for your convenience.
- ※ The U.S. Pavilion is organized for companies that sell American goods and services.

Benefits for U.S. Pavilion Exhibitors

1 Discounted participation fee

Ex: at Japan Home & Building Show 2009,
one Basic Booth

Normal participation fee → JPY 388,500

U.S. Pavilion Exhibitors → JPY 336,000

2 Promotional mailing by the Commercial Service at the U.S. Embassy and the U.S. Consulate General, Osaka-Kobe to target visitors

The Commercial Service at the U.S. Embassy and the U.S. Consulate General, Osaka-Kobe will mail U.S. Pavilion promotion literature to more than 2,500 potential clients throughout Japan.

3 Lounge service

A coffee and snack service will be provided at the U.S. Pavilion lounge. Exhibitors may also use this lounge for business meetings.

4 Internet service

Free internet service will be provided for U.S. Pavilion exhibitors at the lounge in U.S. Pavilion.

5 Special edition Exhibitor Directory to the U.S. Pavilion

A special edition of a Exhibitor directory to the U.S. Pavilion will be Published.

For further information:

U.S. Pavilion Desk
c/o Japan Management Association
3-1-22 Shiba-koen, Minato-ku,
Tokyo 105-8522 Japan
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e-mail: i-jhbs@convention.jma.or.jp
URL: www.jma.or.jp/hs/

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URL: www.buyusa.gov/japan/en/



CERTIFICATE NUMBER 007757
Japan Management Association
Convention Division has received the ISO9001:2008 approved quality management systems certification for the planning and operation of trade shows and exhibitions.

JAPAN'S ULTIMATE PROFESSIONAL BUILDING INDUSTRY EVENT!



U.S. Pavilion organized by
The Commercial Service of the U.S. Embassy in Tokyo
and the U.S. Consulate General, Osaka-Kobe

Japan Home + Building Show 2010

November 17 (Wed.) ~ 19 (Fri.), 2010 Tokyo Big Sight



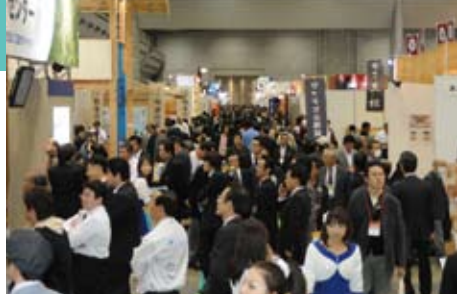
**Application
Deadline
July 16 (Fri.),
2010**

<http://www.jma.or.jp/jhbs>

JMA Japan Management Association

The Leading Trade Show for Housing and Building Material Industries in East Asia

Japan Home and Building Show 2010



ACCESS A EAST ASIAN MARKETPLACE

Why Japan? Predictions of the Japanese Market in 2010

2010 as the Optimum Year for Home Purchases

For the Japanese, 2010 is shaping up as a golden opportunity to purchase homes. The year is characterized by its continuation of last year's tax reductions on housing loans, the highest reductions in the nation's history. For general home purchases, taxes will be lowered as much as ¥5 million over a 10-year period. For durable high-quality housing purchases, this 10-year tax break will go even further, to ¥6 million. In addition, the tax exemption bracket applied to capital transfer tax (gift tax) was expanded from ¥5 million to ¥15 million, rendering it far easier for those in the home purchase generation to raise capital to buy residences. With regard to mortgage interest rates, the low interest rates for such borrowing continue to be in effect. For these reasons, demand for both houses and apartment units is predicted to increase in the current year.

Increased Remodeling Demand

The Japanese government will launch the "Housing Eco-Point System" in 2010. Under this system, people who remodel their homes to make them more energy efficient will be issued "eco-points" for the full value of the remodeling on condition that the actual work starts by December 31, 2010. Examples of such remodeling include improving the thermal insulation of windows (by installing interior windows, restructuring outer windows, and/or replacing window glass), outer walls, roofs, ceilings, and floors; making barrier-free modifications; and initiating other projects. Homeowners may exchange eco-points for various products. The "Housing Eco-Point System" will cover not only the remodeling of existing structures but also the building of eco-friendly homes. The majority of businesses and others in the housing industry believe that the "Housing Eco-Point System" is destined to help boost remodeling demand.

Why Japan Home & Building Show?

- Exhibitors from around 20 countries / regions are drawn to participate in the Japan Home & Building Show, one of the No. 1 annual trade show in East Asia, attracting 90,000 professionals-only visitors from Japan and all over the world during the three-day show period.
- The Japan Home & Building Show is a platform for face-to-face interaction for exhibitors and homebuilders, architects, and buyers from the manufacturing, retail. The Japan Home & Building Show offers unrivalled opportunities for exhibitors and visitors alike to access Japanese markets.
- There is a diverse selection of building materials available in Japan; the latest and future trends can be seen at this one event, which will present as a conclusive showcase of the Japanese markets.
- Among 30 years serving as Japan's top building materials and equipment trade show, the Japan Home & Building Show is a Japanese leader of its kind.

Extra services for overseas exhibitors

- Seminars on Japanese market information (free)
- Business consultation desk (free)

Please contact the secretariat for details.

※The above services are subject to change without notice.



EXHIBITS



Building Material

- Foundation
- Building Materials
 - Roofing, Balconies, Terraces, Siding, Panels, Sashes, Doors, Bricks, Tiles
 - Flooring, Walls, Ceilings, Room dividers, Closets
- Exteriors
 - Gates, Fences, Doorplates, Awnings, Wood decks and others
- Lumber, Steel frames, Concretes



Household Equipment and Home IT Systems

- IT systems for household
- Air conditioners, Heating systems
 - Ventilation systems, Fireplaces
- Plumbing systems, Sanitary materials
 - Bathrooms, Showers, Kitchens, Toilets, Washstands, Gases supplies, Water purification systems
- Electrical equipment
 - Lightings, Electrical outlets, Power supplies
- Materials for equipment installation
- Other housing system



CAD, Softwares, and Business Support Systems

- CAD, Design software
- Distribution systems
- Construction industry supporting systems



Products for Living Environment Consciousness and Health Consciousness

- Health-oriented products
- Waste Management



Eco-Friendly Products

- Environment-oriented products
- Recycled materials
- Energy Conservation products
- Related natural energy products



Security

- Security products
 - Locks, Electronic locks, Shatterproof glasses, Window films, Surveillance cameras, Shutters

Security systems

- Intercom systems, Security systems, Remote control systems, Biometric ID systems



Tools & Machineries

- Tools, Hardware
 - Carpentries, Power tools, Pneumatic tools
- Work wears
- Shop tools
 - Ladders, Vacuum cleaners
- Construction machinery
 - Power generators, Construction vehicles



Earthquake, Fire and Other Disaster Prevention

- Disaster prevention systems and Technologies
- Materials for related disaster prevention
- Disaster prevention equipment



Publications and PR

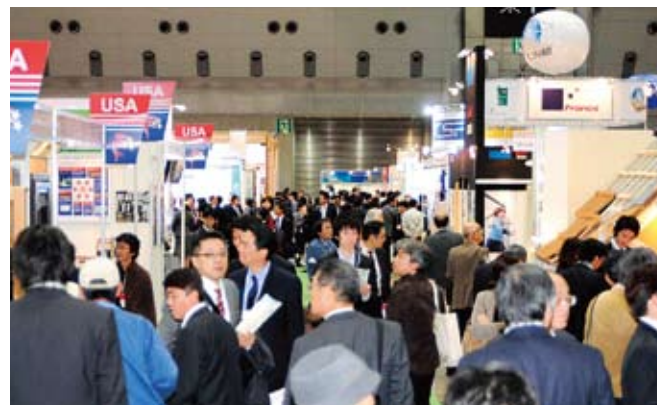
- Publications, Information service



Technologies for Sustainable Building

- Designing and Planning for Sustainable Building
 - Structural design, Piping design, Facility design, Skeleton-infill and others
- Building Material and Energy Saving Equipment for Sustainable Building
 - LED, Photo voltaic systems, Solar systems, Natural energy systems, Energy management systems, Insulation materials, Ventilation systems, and others
- Earthquake Countermeasure for Building
 - Earthquake-resistant design, Earthquake strengthening, Equipment for earthquake resistant, and others
- Maintenance, Renewal, Examination, and Repair for Building
 - Maintenance and repair for building (external walls, water proof, and others), Corrosion Control, Pipe Cleaning, External wall cleaning, Building inspections and others
- Value Adding Facilities and Products for Building
 - Parking system, Smoking rooms, Fast communication system, Barrier-free, Building security management system, and others

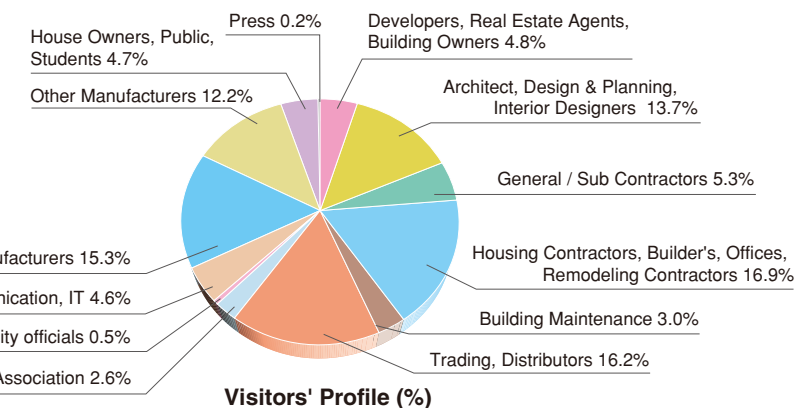
※Please note that all contents in this brochure are subject to change without prior notification.



Japan Home & Building Show where you meet new business partners!

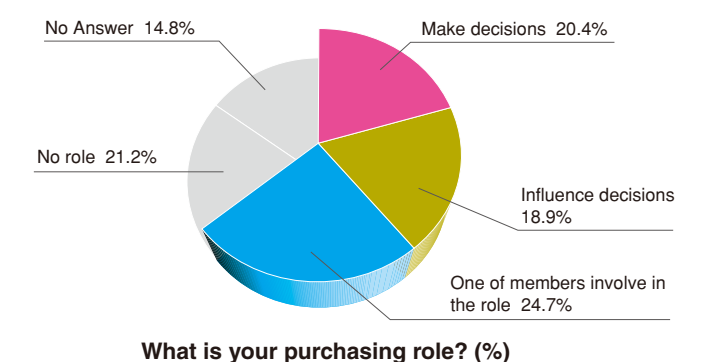
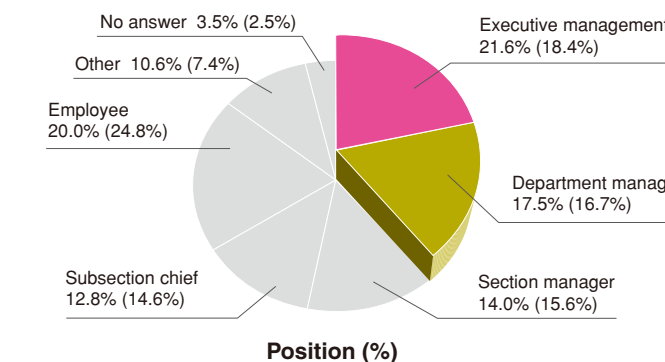
Around 90,000 Professionals are from Housing and Building Industry.

The Japan Home & Building Show is attended by a large number of experts from a broad range of fields in the housing and building industries. The show itself takes every possible step to supply visitors with a lot of valuable information and business opportunities.



The Perfect Event to Showcase Your Company and Your Products to Attract New Business and New Business Opportunities!

Over 40% of those who visit the Japan Home & Building Show hold top management or divisional director positions, and more than 60% are involved in product purchasing. At this event, therefore, it is possible to hold face-to-face business talks and promotional activities with key people in the industry.



※Japan Home & Building Show 2009 Visitor Survey

Promotion Activities by Secretariat

Direct Mail

More than 400,000 invitations will be sent to past participants of the show as well as to representatives of related groups, local government officials, and housing and building industry figures.



※Sample of invitation (Japsn Home & Building Show 2009)

Press Activities

Articles and ads pertaining to this show will be run in trade journals and newspapers, industry association bulletins, and other media. Also, press releases will be issued in a concerted effort to draw members of the media to the event site.

"Japan Home & Building Show. NAVI"

Exhibitors will have their corporate and product information posted on the "Japan Home & Building Show. NAVI" section of the show's Web site. This will help visitors search through exhibitors and products by company, product, display zone, product classification, or other category. The information is scheduled to remain posted from July 2010 through March 2011.



※Sample of "Japsn Home & Building Show. NAVI"